

FLORIDANS' LOVE-HATE RELATIONSHIP WITH INVASIVE SPECIES: AN OVERVIEW OF TWO CASE STUDIES HIGHLIGHTING THE COMPLEXITY OF COMMUNICATION AND EDUCATION

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Invasive aquatic species are not only costly to manage in the state of Florida, but also pose ecological harm to the native aquatic and terrestrial ecosystems. A challenge to natural resource managers is some invasive aquatic species can also be beneficial. This study presentation will convey two cases about *Pomacea maculate*, island apple snail and *Hydrilla verticillate*, hydrilla, and why Floridian both love and detest these two invasive aquatic species. Implications for education, communication, and future research will also be discussed.

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